Sample document. The firms in it are described by their trade, and every figure is illustrative.

Audit for a plumbing and heating firm

What happens when a customer rings

Eight test calls across one week, followed from the first ring to a booked visit.

Prepared for

A plumbing and heating firm, Leeds

Prepared by

A call-answering service

Date

2 to 8 November 2026

Summary

Your number is easy to find and your team is friendly on the phone. The gap is the calls that arrive while everyone is on a job, and the evenings, when a caller hears voicemail and has no other way to book.

Three of our eight test calls reached a person. Four went to voicemail and one rang out. Nothing here needs a new website.

Test calls

3 of 8	4	1	0
Calls answered	Went to voicemail	Rang out	Same-day call backs

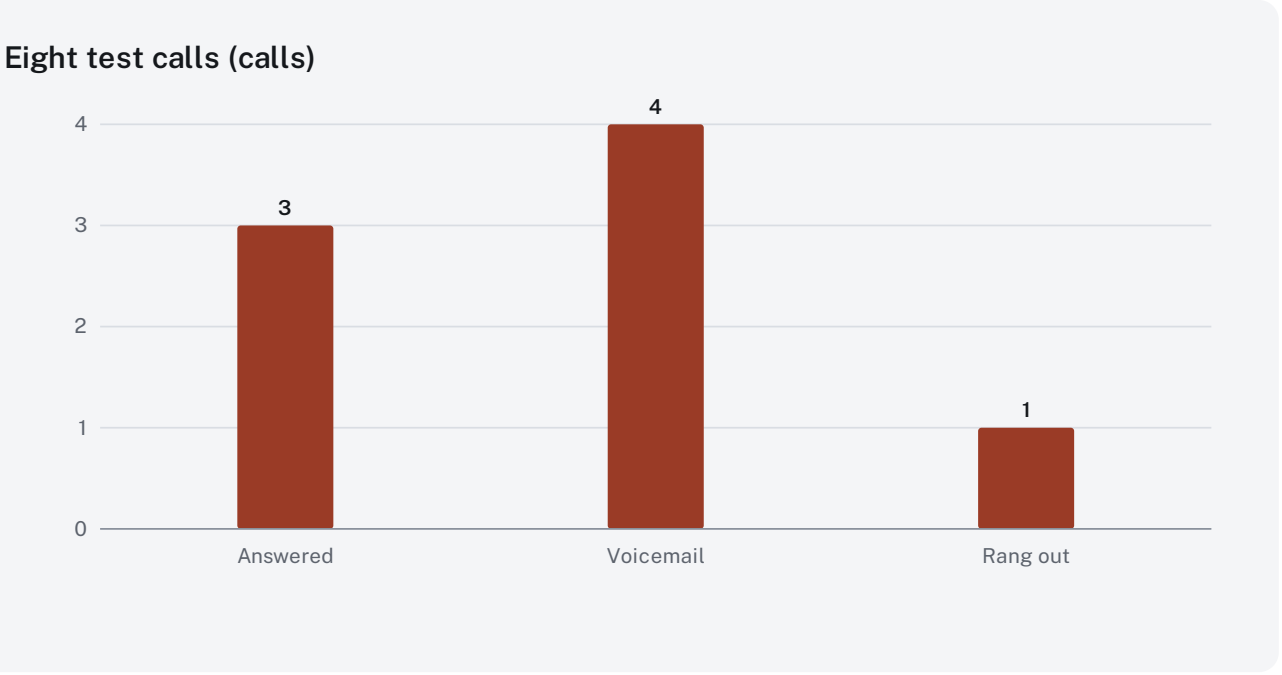
SOURCE Test calls placed 2 to 8 November 2026

What happened on each call

WHEN	WHAT HAPPENED	CALL BACK
Mon 8:10am	Answered by the office. Visit offered for Wednesday.	Not needed
Tue 11:30am	Voicemail after six rings. Message left.	Next day, 9:40am
Wed 2:05pm	Answered by an engineer on site, who asked us to ring the office.	None
Thu 12:45pm	Voicemail. Message left.	None
Fri 9:15am	Answered by the office. Visit offered for Monday.	Not needed
Fri 6:40pm	Voicemail with no option to book.	Next day, 10:05am
Sat 10:20am	Rang out after twelve rings.	None
Sun 4:30pm	Voicemail. Message left.	Monday, 8:30am

SOURCE Test calls placed 2 to 8 November 2026

Calls by outcome



SOURCE Test calls placed 2 to 8 November 2026

Today and with cover

TODAY

- × Calls during jobs go to voicemail
- × Evening callers can only leave a message
- × Call backs come the next day or not at all

WITH CALL COVER

- ✓ Every call answered in your firm's name
- ✓ Urgent jobs passed to the on-call engineer
- ✓ Bookings go straight into your diary

What a caller experiences ILLUSTRATIVE

Priorities

1. **Answer calls during working hours.** A trained receptionist picks up when the office line is busy or unanswered.
2. **Give evening callers a way to book.** Callers choose a slot in your diary and get a text to confirm it.
3. **Call back every message the same day.** Messages arrive by text with the caller's job and postcode.

Next steps

A 20-minute call to go through the findings

Then

1. A two-week trial on your main number